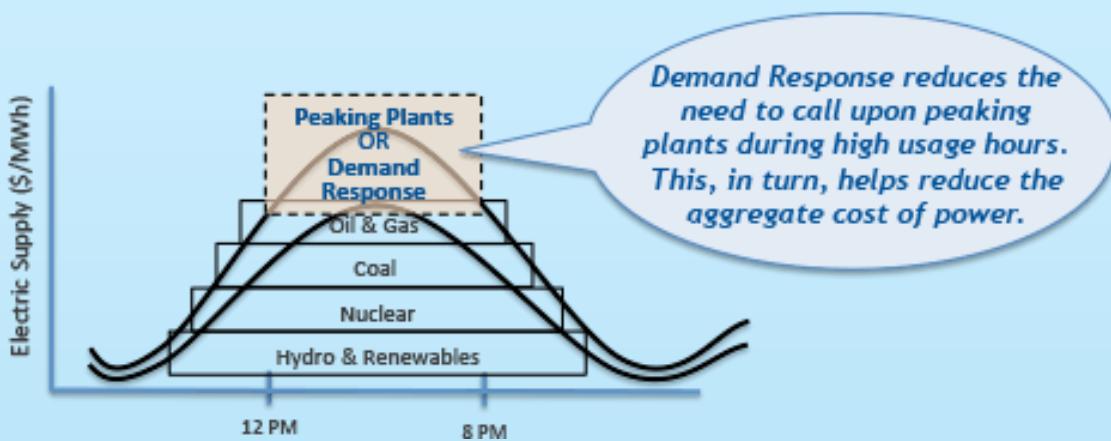


# Incite Energy: Demand Response

Incite Energy provides many different services to clients looking to purchase and track energy through the ever-changing market. In addition to tracking market changes and reporting all energy purchase information for the use of their clients, Incite offers its customers demand response. Demand response is a series of energy asset management options that allows Incite customers to make money from their energy investments with cost avoidance and cost offset strategies.



Demand response works by allowing Incite advance notice of a possible energy emergency situation. Incite then fulfills their customers' obligation to curtail energy use over the grid by the agreed-to amount of energy use. Incite customers are encouraged to participate in demand response programs in order to preserve system reliability—improving competition and mitigating price spikes emblematic of an uneven market. The demand side of the market is also encouraged to respond in a more meaningful way to wholesale price signals. By participating in an agreed-to energy curtailment in times of grid overload or another emergency situation, companies participate in the betterment of the system as a whole, avoid tariff charges with reduced energy consumption, and support the market.

Incite Energy was founded by Houston native Jared Crane in 2012. Incite has partnered with various other energy consulting firms with the singular goal of improving its services to its customers over time. Incite handles the ins and outs of a complicated energy market for companies that don't have the time or the resources to manage and track their energy purchases.